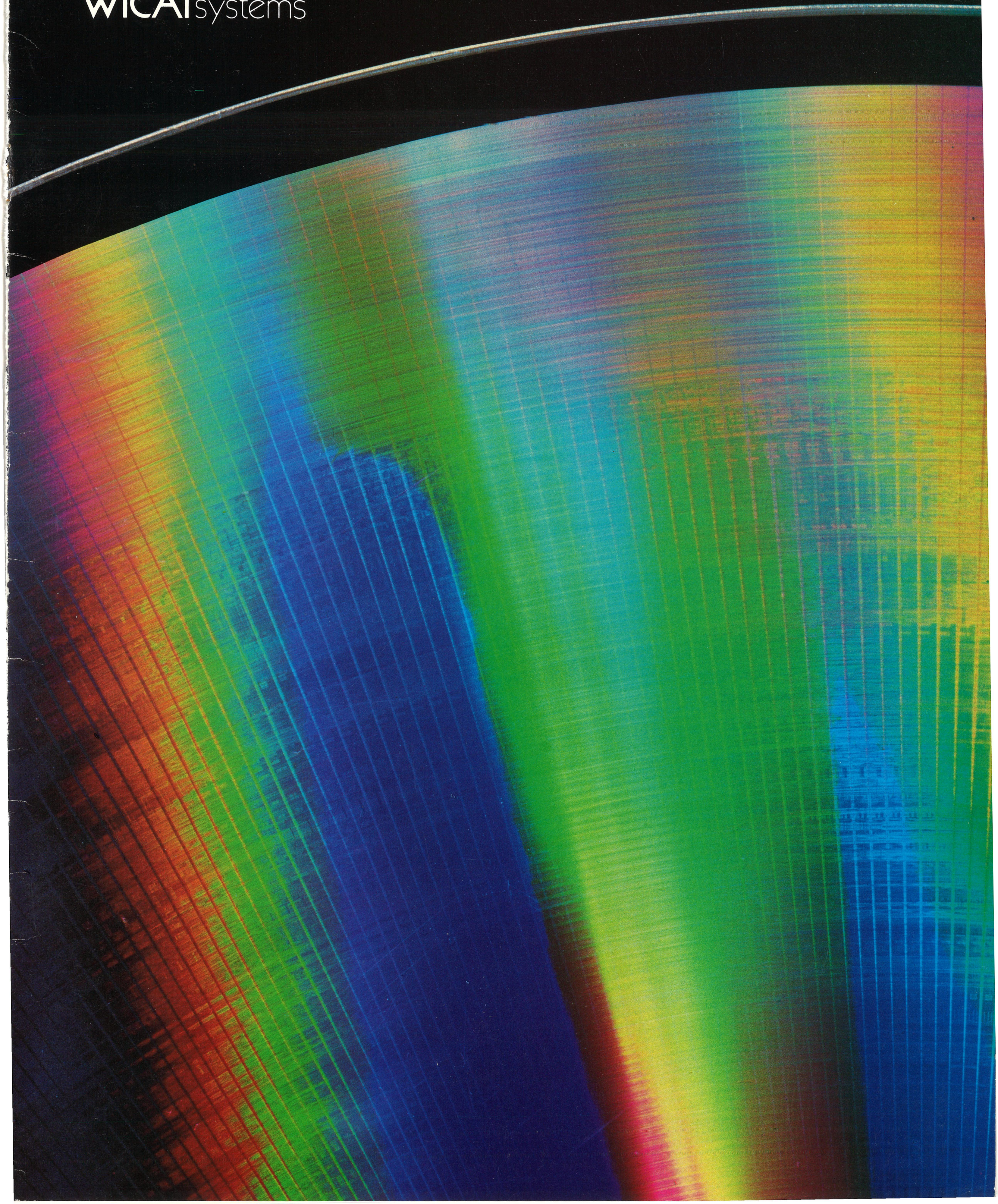
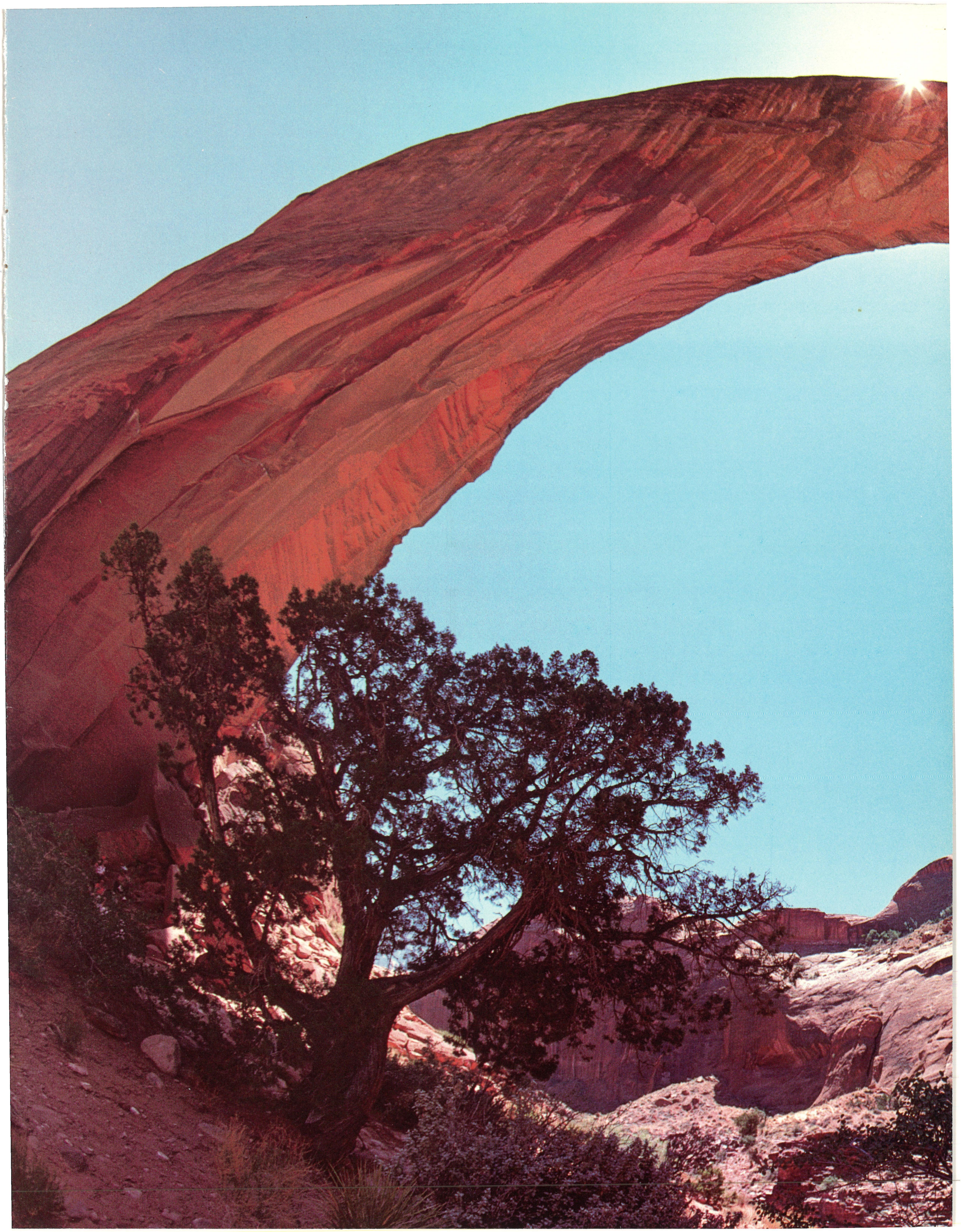
WICATsystems



## OUR COMMITMENT

Our commitment is to our customers: to provide good support, to be responsive to problems, and sensitive to needs. But WICAT's commitment goes deeper. We will always price our services and products based on our cost of doing business. You can expect a reduction in prices when our volume and learning curves reduce our costs. Since we have no pricing tradition or installed base to protect, it is in our interest and yours that we now establish a tradition of pricing based on cost and not what the market will bear.

Perhaps our most important customer commitment is to the future. And that is to bring to you the best technological solutions as soon as they are stable and practical, and in a way which will enhance and protect the investment you have already made in hardware, software, and courseware.



*"The Pony Express lasted five days after the introduction of the telegraph."*

## THE CHANGING NATURE OF WORK

***One large American business assessed its training costs through an outside audit and found that they represent 10% of gross revenues.***

As technology continues to expand in our society, the nature of work is in a constant state of change. Over two-thirds of the jobs today are in knowledge-based professions. Workers need to be better trained to keep pace in a rapidly growing technological society.

Training represents a significant expenditure for most corporations. One large American business assessed its training costs through an outside audit and found that they represent 10% of gross revenues. Yet many companies evaluate training only in terms of expenditures required to conduct training programs. The real cost is in lost business opportunity. Ineffective training limits a company's ability to increase marketshare.

In the past, training productivity has focused on improving the productivity of the instructor. When we consider a corporate ratio of learners to instructors of perhaps 1000 to 1, it becomes clear that the real power of any training program lies in increasing the productivity of the learner.

Studies have shown that trainees learn most effectively when actively attempting to master a subject with immediate feedback. Traditional training delivery systems consist of instructors and the serial presentation of material where trainees assume a passive role. This approach has reached its practical limits in its ability to actively involve the learner.

The traditional approach is no longer able to produce enough work to meet the needs of modern learners who must be trained and retrained to the complex job skills that the future will demand. Ironically, the training delivery system that can provide the quantum leap necessary to meet the demand utilizes technology itself.

When that quantum leap is made, no amount of polishing the previous process can enable it to compete with the new process. For instance, when the telegraph was introduced, it was no longer practical to deliver mail via pony express.

## THE PROMISE OF TECHNOLOGY

***The promise of technology in education is the ability to increase learner productivity.***

Despite the progress in learning theory, the effective application of technology to training was delayed because of the lack of a cost effective delivery system. With the advances of the 80's, however, at a time when traditional training costs have risen sharply, new cost-efficient distributed networks of interactive computer-controlled systems, which are easy for anyone to use, have been introduced.

This "interactive approach" uses the computer and videodisc to store large volumes of information in textual, graphic and color motion formats. As the learner interacts with the system, the computer's processing capability is used to access the instructional material and to analyze the trainee's learning strategy. In this way, progress is evaluated and learning problems can be detected and corrected. The system will design personalized paths of instruction at a fraction of the cost of traditional methods.

The trainee takes an active part in his own assimilation of knowledge. He is not confined to a passive role watching his instructor or other students. He now has at his disposal and under his control the textual and graphic precision of books, the visual and motivational power of motion pictures and the answer-processing capabilities of the computer. Thus, the learner has the opportunity to experiment with an endless variety of approaches to problem solving through life-like situations. This greater density of practice increases effectiveness and reduces training time.

A by-product of the "interactive approach" is the ability to evaluate training in terms of its cost relative to effectiveness in job performance. Management can be assured of the amount and quality of training by tying remote sites together with communication lines and satellites. This network is a tool by which training materials and policy can be updated and the results of operations obtained.

It is not enough that today's decisions solve only today's problems. Management must adopt a strategy that anticipates future trends. New approaches and systems must have the promise of leverage to produce more work. The educator of the future will be the creator of learning experiences whose brilliance can be perfectly replicated and distributed through the "interactive approach."

## COMPANY

### *WICAT has the ability to provide the entire solution.*

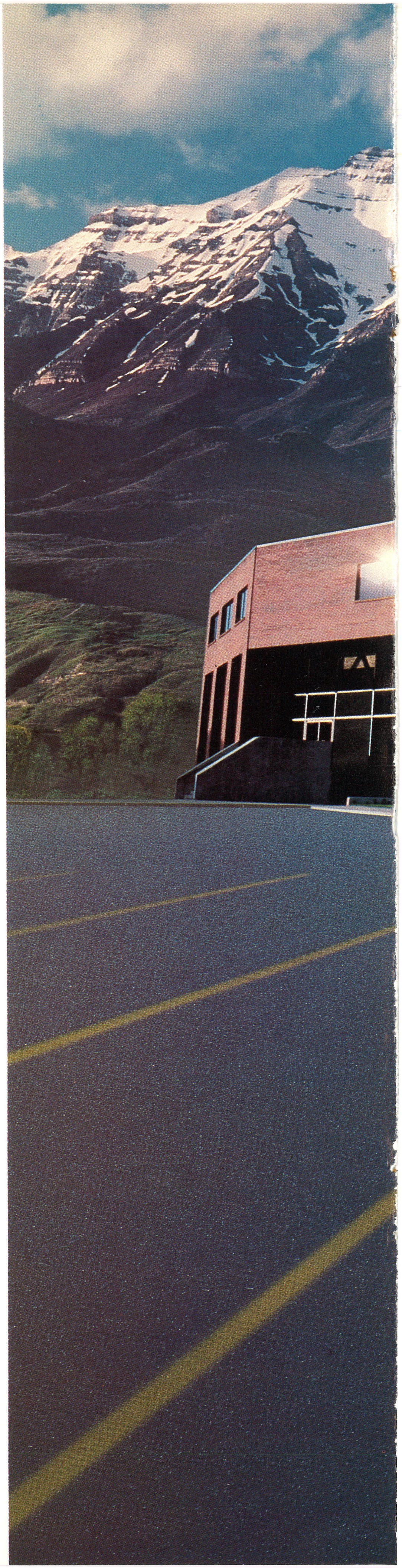
At WICAT our business objectives are simple: to provide our clients with the knowledge and tools to increase productivity through the application of an "interactive approach" to training and job aids. Our commitment to our clients is straightforward as well: to provide these technologically advanced solutions at the lowest possible cost, and perhaps most important of all, to be certain that these solutions are easy for everyone to use.

As a company, we grew out of a research institute committed to the application of technology to education. This group, composed of some of the nation's foremost learning theorists, was involved in much of the significant work in the "interactive approach" since the 60's. As the work of the institute progressed, an impressive multi-disciplinary team of instructional designers and developers, programmers, engineers, and evaluators was assembled.

During the late 70's the institute became a world leader in the design and development of interactive videodisc programs for instructional purposes. The first educational videodisc in history was created for McGraw-Hill, and later through a National Science Foundation grant this videodisc was the first to be implemented under interactive computer control and tested with students.

From the institute's work with Fortune 500 companies and the Federal Government, it found that users wanted not only to create powerful new technology-based training programs, but also to geographically distribute them. The required delivery system needed the networking capability of a timesharing system, the local power and storage capacity of a mini-computer, and the price tag of a home computer. Since no such delivery system existed, WICAT Systems, Inc. was founded in 1980 to blend the needed hardware capability with the software, videodisc authoring, and instructional design capability of the institute.

WICAT is now ready to assist you in the marriage of traditional training methods with a technology-based approach. We can work with your staff to analyze your needs, develop and design instructional systems, and to implement and evaluate these systems. The methods used and products developed can then become prototypes for authoring groups within your organization, thereby building your own independent capability. WICAT has the ability to provide the entire solution from the evaluation of your needs to the installation of a training network.



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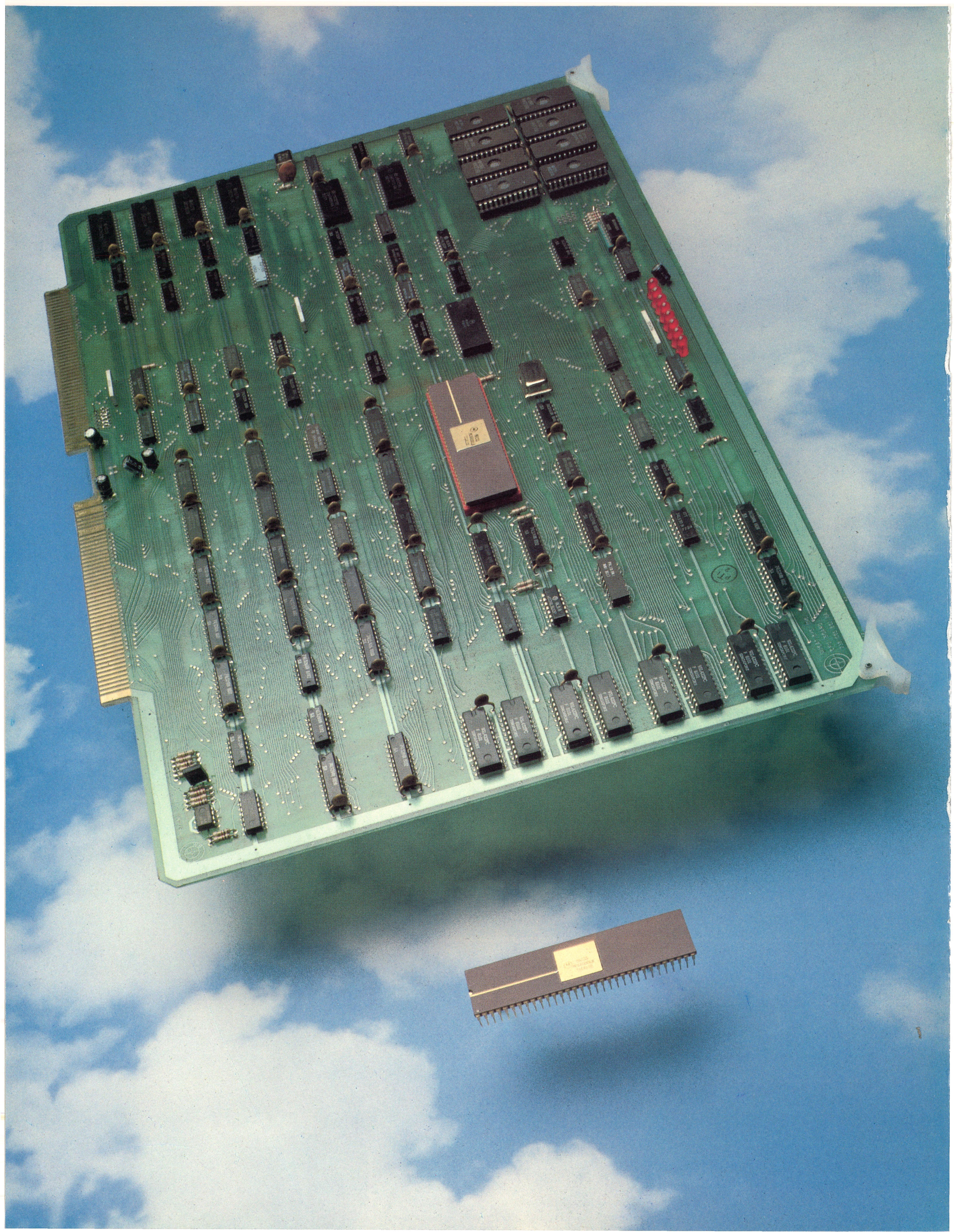

## THE TRAINING DELIVERY SYSTEM

### *An instructional delivery system designed to 1985 specifications.*

The computer network developed from extensive research by the institute provides an instructional delivery system designed to 1985 specifications. The network utilizes microprocessors, Winchester disk storage, videodisc interface techniques, and other technological advances. The design assumes the future integration of new technologies such as bubble memories, fiber optics, and advanced satellites. The significance of designing to 1985 specifications is that investment can now be made in software with the confidence that expensive reprogramming will not be necessary when technological advances are made in hardware.

The network connects to any manufacturer's host and in fact can co-exist with existing networks. A cornerstone of the design is to distribute the entire database to the local network, thereby eliminating expensive line costs and complicated communications software.

The network can start as a single stand-alone system. A linking approach can then be used by installing a broad range of inexpensive capabilities that can ultimately be brought together into a network. As the network grows, you can add storage, work stations, and peripherals as needs require, inexpensively and without reprogramming. You decide where to start and what to add next.

The basic unit of the network is the work station. This is a powerful applications processor which executes user programs for multiple users simultaneously under control of a real time, multiuser, multitasking operating system. The work station will have a variety of configurations according to user functions. An ordinary CRT, keyboard, and line printer can be attached for data processing; a color graphics terminal with touch screen and videodisc can be attached for instruction; and a high resolution full page word processing terminal and letter quality printer can be attached for office automation. The work station can have its own local storage or attach to a storage station.

The job of the storage station in the local network is to handle all files. Up to one hundred work stations can attach to a storage station which also acts as a communications processor for all users in the local network. All local storage stations then communicate to the host computer via telephone lines or satellites.

For the first time, networks, hardware, software, and communications are being looked at in terms of their future rather than past cost. The WICAT approach minimizes communications cost by maximizing the use of local processing power and local data bases.

## AUTHORING SOFTWARE

### *WISE™ allows non-programmers to develop instructional materials.*

The software that can make the "interactive approach" a reality in your organization is WISE or WICAT Interactive System for Education. The key word here is system; a system to manage the process of creating good courseware. A series of author patterns or instructional strategies allow non-programmers to develop excellent instructional materials in plain English. These English statements are automatically translated into error-free computer code at a small fraction of traditional cost. WISE is not only a system that allows for changes and improvements, but encourages them.

A powerful, flexible, instructional programming language is included in the system to give complete freedom to the sophisticated instructional designer.

## SERVICE

### *Good maintenance is as much a part of the product as hardware or software.*

Service of the product after the sale was once considered a necessary evil. We at WICAT believe that good maintenance is as much a part of the product as hardware or software. Good maintainability begins with good design. Quality cannot be built into a product unless it is designed into the product. Our design criteria is for a system that rarely fails, but if it does, it can be brought back to life quickly and easily. We have also designed an optional redundancy approach for those applications that require maximum uptime or for systems that are installed in extremely remote locations.

When our engineers are called, they are not there just to respond to hardware problems; they are trained on software and operations as well. Their job is to get you operational as soon as possible regardless of the difficulty. When we do respond to a hardware problem, we don't fix it—we replace it. It can take a lot of valuable time, yours and ours, to attempt to repair a complicated electronic problem. Our onboard diagnostics tell us exactly where the problem is so that clearing up the trouble is as easy as replacing a light bulb.

# THE UNIVERSAL SYSTEM

***The WICAT System 100™ may be the first truly universal system.***

Time was when vendors spoke of multifunctional systems. What they really meant was that their offerings were expensive, and multiple applications had to be planned for the new system to give it the illusion of justification. More likely than not, the "new arrival" proved to be underpowered and the anticipated savings were never realized.

The WICAT System 100 may be the first truly universal system. The combination of state-of-the-art hardware design, a powerful multi-user operating system, and high level languages add up to a system that can satisfy your data processing and office automation requirements on the same network that delivers the training.

The WICAT System 100 does not require any false justification. The "interactive approach" to training is more cost effective than traditional methods; the WICAT data processing system has a price performance edge over its rivals; and the office automation system will be second to none. Not only can each of these systems stand up to competition on their own —they are all in the same system.

TOTAL
RELEASE
SUB TOTAL

WICAT™ systems

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